

## WHAT IS CLAIMED IS:

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1. A method for utilizing a product code having product information contained therein for interfacing over a network, comprising the steps of:  
extracting the product information from the product code, which product code is disposed on or in close association with an associated product; and  
in response to the step of extracting, associating network routing information with the product code information.
  2. The method of Claim 1, wherein the product code is machine readable code.
  3. The method of Claim 2 wherein the step of extracting comprises scanning the machine readable code to extract the product code information therefrom.
  4. The method of Claim 2, wherein the machine readable code comprises a bar code.
  5. The method of Claim 4, wherein the bar code represents a UPC.
  6. The method of Claim 4, wherein the bar code represents an ISBN number.
  7. The method of Claim 4, wherein the bar code represents an EAN number.
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8. The method of Claim 1, and further comprising the step of interfacing with the network utilizing the associated network routing information.

9. The method of Claim 1, wherein the step of associating the network routing information with the product code information in response to the step of extracting comprises the steps of:

accessing a remote location on the network from the user's location  
5 which the product information is extracted;

transmitting the product code information to the remote location over  
the network;

comparing the product code information with an associative database  
having stored therein associations with a plurality of product code information and  
10 associated routing information and determining if there is a match;

if there is a match, returning the routing information to the location at  
which the product code information was extracted.